

Silk Selling Begins With the Opening of Cohen's Store.

Thousands of yards have been added for Monday's selling. All of our special purchases of the last week go in this sale. Come and get the greatest Silk bargains of the season.

Some of the richest and rarest fabrics produced for this season's selling will be in the sale—all for less than cost of production.

Pure Silk Black Rustling Taffeta, the best 55c quality, for 35c a yard.

The New Check Silks, in all the various loom trick effects, made this season to sell for 50c, are here for 35c a yard.

81 Taffetas, 29 different shades to choose from, extra heavy handsome quality, 60c a yard.

Extra Heavy 27-inch Pure Silk Taffetas, in the new pin-stripe effects, all colors, 85c a yard.

The New Grey and Jasper Effects, the most popular Silks of this season, \$1 and \$1.25 grades, for 85c a yard.

Handsome Embroidered Figured Taffetas, in the new pastel shades; imported for one of Broadway's largest retailers, who refused to accept them on account of late arrival: worth \$1.50, for 98c a yard.

Antoine Guinett's Pure Dye Black Silk Taffeta, the highest grade of the Taffeta creation, \$2 grade, 56 inches wide, for \$1.25.

Pure Silk Black Peau de Soie, that cost the importer 75c to land; our price, 50c a yard.

Doublefold Pure Silk Radlums, the handsomest Silk fabrics brought to this country in years, cost \$2.25 to import, in black, white, cream, navy blue, Alice blue and pastel shades. \$1.25 a yard.

Pure Silk Navy Blue Louisine, worth \$1.25 a yard, for 69c.

36-inch Peau de Soie, an extra handsome one, usually \$1.35, for \$1 a yard.

Two-Tone Glace Taffeta, pure silk, usually 69c, for 50c.

All the new color combinations in Two-Tone Louisines, the \$1 grades, 50c a yard.

Fancy Shirt-Waist Taffetas, in embroidered or fancy stripe effects, mill ends, most of them, worth \$1.25, for 60c a yard.

27-inch Black Pure Silk Taffeta, wear guaranteed, for 75c a yard.

The Cohen Co.,

The Store of the Biggest Values.

Special Values in New Ribbons.

3/4-inch All-Silk Taffeta Ribbon, in every color. Special, 10c a yard.
4-inch Taffeta Ribbon, every color; a big value at 29c. Special, 16c a yard.
127 pieces Black Taffeta Ribbon, 3/4 inches wide, and well worth 17c. Special, 12 1/2c a yard.
7-inch, cash width, Taffeta Ribbon, in every shade, also Ribbons. This 3/4 Ribbon is 26c a yard.

Three Special Lining Items.

450 yards Black Serge Linings, a cloth worth 35c, special at 10c a yard.
1,000 yards all shades of Gray Silvelas, all worth 12c to 15c a yard; special price is 8c a yard.
500 yards Black Spun Glass Linings, a cloth worth 13 1/2c; our price, 6 3/4c a yard.

5c Buttons, 1c.

1,000 gross Pearl Buttons, in every size made for 3c and 5c; special, 1c a dozen.
1,000 gross Pearl Shirt-Waist Buttons, worth 5c, for 1 2/3c a dozen.
400 gross Fine Pearl Buttons, made to sell at 10c; special, 5c a dozen.
100 gross new Bullet Buttons, all sizes, so much used; worth 15c and 19c a dozen, for 10c a dozen.

A Bargain Sale of Gilt Belts.

10 gross Gilt Belts, big value at 50c; special, 25c each.
10 gross best 25c Gilt Belts made are 19c each.
15 new styles of Gilt Belts, made to sell at 35c; are special at 50c.
Other Gilt Belts are 95c to \$3.47.
EXTRA SPECIAL.
10 gross 25c Patent Leather Bags for 10c each.
5 gross 30c Hand Bags, in black and colors; special, 25c each.

Toilet Specials.

1,000 boxes White Toilet Soap, 3 cakes to box; made to sell at double the price—5c a box.
Rogers and Gallet's Baby Powder, 12 1/2c a package.
Lautier's Eucalypt Extract, special 75c an ounce.
5 gross real Bristle Hair Brushes, made to sell at 35c, special price 25c each.
10 gross White Priscilla Toilet Soap, big value at 2 1/2c a cake.
10 gross Tooth Brushes, all alike and made to sell at 17c; Monday says 10c each.

Monday is Spectacle Day.

20-year Gold Filled, any style; regularly \$5.50, to-morrow \$2.50.
10-year Gold Filled, any style; regularly \$3.50, to-morrow \$1.95.
10-year Gold Filled Skeleton Eye Glasses, amber guards; regularly \$3, to-morrow \$1.50.
Genuine Aluminum, 4 styles, with real axis-out lenses; regularly \$2, to-morrow \$1.
Gold Alloy, 4 styles, with first quality periscopic lenses; regularly \$1, to-morrow 50c.

10-year Gold Filled Eye Glass Chains, hook, hairpin or ear; regularly \$1.98, to-morrow \$1.
Special attention given to the fitting of children's eyes.
Prescriptions and repairing of glasses at half the usual optician's rates.
New, perfectly equipped department, and expert optician in charge.

Valentines.

Our new Book Department, rear of left aisle, on main floor, has been much complimented on the handsome line of Valentines. Next Wednesday is the day that these tokens of love and affection are sent. Come in and see them. Prices 1c to 85c.

All the New Wash Fabrics.

We know of nothing in our line of purchases that has had more attention than this department. Every conceivable market where Wash Goods are produced is represented here. A great many are made in France, some in India, others in Germany, some in Ireland and thousands in America. We've gathered all the choice of various countries and makers, and are prepared to give you the most important Wash Fabric Exhibit that has ever come to this country.

Whether it be Linen or Cotton, you'll be sure to find it here, if its new. Modest prices on them all.

50c Silk Organdies, white grounds, with handsome floral printings, all colorings and designs, for 25c a yard.

Fancy Printed Floral Effect Organdies—very fine and sheer—on the imported cloth, instead of 25c these for 12 1/2c a yard.

New Mercerized Seilian Wash Suiting—has appearance of silk and wool—all the solid colors, with fancy woven figured effect, 25c a yard.

Mercerized Rajah Suiting, in all the solid tints, looks and wears better than the all silk at \$1—these will launder—95c a yard.

Solid Color Barge Suiting—just the correct weight for shirts and dresses—all colors, 12 1/2c a yard.

Floral Printed American Organdies that usually retail for 12 1/2c; as long as this lot lasts, 8 3/4c a yard.

Mercerized Linen-Finished Suitings, in rose, light blue, tan, Nile and brown, 12 1/2c a yard.

Glasgow Linen-Finished Suiting, the medium weight, for shirt waists, dresses and children's wear, full yard wide, 8 3/4c a yard.

Sort Finished 25c Imported Cambrics, in white grounds, with neat printing and striped effects, suitable for women's wear and for negligee garments, 10 2/3c a yard.

Mercerized Grenadine Nets, in all the solid tints, has the appearance of the silk ones; these are 10c a yard.

Woven Checked Voiles—the new Mercerized cotton fabrics in iridescent effects—imitation of the \$1.50 woolen ones, for 10c a yard.

The Mercerized Malthase Suitings, with a neat dot silk-like raised effect, all the pastel shades, for 25c a yard.

25c Imported Zephyr Gingham, in navy, black and pink, shepherd checks, for 10c a yard.

Yard wide Linen Finished Auto Cloth, for dresses, skirts, boys' wear and drawn work, 15c a yard.

Sale Colored Linen.

Fancy Woven Colored Bourrette Effect Linens, in light blue, pink, champagne, grey, brown and red, for 10 2/3c a yard.

36-inch Pure Linen Voile, in cream, Alice blue, rose, and natural; the import price, 42 1/2c; these, 10c a yard.

Brown Blouse Linen, in all grades and widths; the price starts at 12 1/2c a yard.

The yard wide Blouse Linens are 10c and up.

The Double Fold Shirt Waist Linens, in neat printed effects, for 45c a yard.

Linen Bourrette Voiles, the new material for Shirt-Waist Dresses, etc., instead of 45c, are 25c a yard.

37,000 Yards of Embroideries Came in Last Week.

They were bought some time ago, and have just come in. Richmond shoppers have never had a bigger lot of Embroidery values than these.

Fine Nainsook Match Sets, Cambric Match Sets, Wide Swiss, Cambric and Nainsook Insertions, Cambric and Nainsook Edgings, from 2 to 6 inches wide. Most of these embroideries are of the hand loom work. The prices will be 12 1/2c, 10 2/3c, 10c and 25c a yard.

1,500 yards of All-Over Embroideries, Novelty Swiss and Nainsook—manufacturers' sample pieces—70c for the usual \$1.50 quality.

80c for All-Over Embroideries that cost \$2.25.

50c for All-Over Embroideries that cost to 95c.

3,300 yards of the handsomest Embroideries—13 to 22 inches wide—in Swiss Cambric or Nainsook; designs suitable for waists, flouncings and corset covers. Choice of this enormous lot, in which the values are 35c to 50c, will be 10c and 25c a yard.

Other lots of Embroideries are priced specially at 5c, 7c and 9c a yard.

31 Shirt Waist Patterns, 69c.

Embroidered Shirt Waist Patterns, with lace insertion and embroidered medallion forming front, with sufficient plain material to make entire waist, 69c.

Shirt Waist Patterns, with lined Japanese embroidery forming entire front; \$5 value for \$3.

"Handsome Lot of Laces Ever Seen in Richmond."

This is what a good judge said last week. We only wish we knew where to get more when this import order, bought last summer, is exhausted.

300 pieces of Wide Fancy Laces will be sold at 8c a yard—including Insertions to match Edgings. All new designs of Platt and Normandy Vals, Point de Paris, Cluny, etc.

Thousands of yards of Wash Laces 3c and 5c a yard. All widths and kinds in linen or cotton, from the fine narrow baby widths to wide skirt frilling widths.

Handsome Net Top Laces, in white or ecru or butter shades; some are Point Gaze, others are Pompadour; the retail price usually is 35c to 50c; this lot of over 100 pieces will be 10c and 25c a yard.

Handsome New Embroidered Batiste Laces in edgings, insertions, galloons and wide flouncings, with all overs to match, from 25c to \$5 a yard.

A special lot of fine French and German Vals, Insertions and Edgings will be 50c a dozen yards.

Mattings, Mattings, Mattings.

Thousands of rolls have come to the Cohen Store from the underwriters' sale of Field, Chapman & Co., New York. Fourteen thousand feet of floor space is devoted to the sale of every conceivable kind. 7 1/2c to 50c a yard—all less than half the present cost of imports.

Heavy China Mattings, damask carpet effects—reds, greens or blues—for 25c a yard.

Close Woven Heavy China Mattings, large or small effects, for 20c a yard.

Heavy China Mattings, small weaves, 16 2/3c a yard.

Fancy China Mattings, new patterns, 7 1/2c, 10c, 12 1/2c and 15c a yard.

Linen Warp Mattings, carpet designs, 15c, 20c, 25c and up to 45c a yard.

20x50-inch Smyrna Hearth Rugs, fringed, 95c.

20x60-inch Wilton Velvet Hearth Rugs, \$1.35.

Metal Beds.

White Enamel Beds, brass knobs, \$1.05.

White Beds, brass rails and knobs, \$3.50.

White Enamel Beds, continuous rail head and foot, \$4.

White Beds, handsomely brass mounted, \$5, \$6.50, \$8 and \$10.

Woven Wire Springs, \$1.50 to \$4.

Mattresses, made to order, from \$2.25 up.

Sale of White Linen

Suiting and Table Linens.

The new Linen store has some very interesting news for you Monday.

Yard Wide Pure Irish Linen Lawn, a very sheer fine grade; the always 50c value, for 30c a yard.

Irish Linen Suiting, 2 1/2 yards wide; the \$1.25 grade for 80c a yard.

\$1 All-Linen Suiting, 2 1/2 yards wide, for 70c a yard.

Best \$1 Mercerized Dinner Napkins, 5-8 size, 70c a dozen.

3-4 size Linen Dinner Napkins, \$1 a dozen.

Two yards wide 70c All-Linen Table Damask, 50c a yard.

Largest and Heaviest Linen Huck Towels, 20x40 inches, regular \$2 a dozen values, for 12 1/2c each.

Bleached Bath Towels, in the largest size, were \$3 a dozen, for 10 2/3c each.

A table full of Fancy Linen Center Pieces and Tray Cloths, in scalloped edges and hemstitched in fancy open work—round, square or oblong—choice, 25c.

Colored Dress Goods.

Our Dress Goods buyers have managed to get the biggest lot of underpriced goods we ever started the season with. They have been working for three months to get together this stock of the finest European and American-made goods. Every Parisian novelty is here, and all with Cohen's price brand on them.

54-inch All-Wool Suiting, gray only; regular \$1.25 value; 80c a yard.

44-inch Checked Mohair, new, for skirts; \$1 value; 80c a yard.

38-inch Wool Plaid, all new styles; 60c value; 50c a yard.

54-inch All-Wool Panama, grey, blue or green; \$1.50 value; \$1.25 a yard.

All-Wool 56-inch Suiting, grey ground with checks and stripes; \$2 value; \$1.50 and \$1.09 a yard.

44-inch Silk and Wool Crepe, black and colors; \$1.50 value; \$1.25 a yard.

All-Wool, Hard-Finish Imported French Suiting, all the popular spring shades; \$1.25 value; \$1 a yard.

All-Wool Batiste, 38 inches wide, black and colors, beautiful quality; 75c value; 50c a yard.

56-inch Cream Mohair, beautiful lustre; \$1.60 value; \$1.39 a yard.

38-inch All-Wool Cream Voile; 60c quality; 30c a yard.

17c India Linon 12 1/2c.

Every woman knows the big advance in White Goods this season, and the item above shows what this White Goods store can do. We do not expect to be able to duplicate hardly any of these goods when this lot is gone.

Hundreds of yards of beautiful Sheer Dotted Swiss, in all size dots, instead of 25c it is 16 2/3c a yard.

English Madras Waistings, in the various style stripes, 15c a yard.

Real French Lawn, 1 1/4 yards wide, very sheer, fine wash material; the 20c grade, 15c a yard, and the 25c grade for 10c.

17c grade, 40-inch India Linon, 12 1/2c a yard.

Yard wide Shirting Madras, in cords or stripes, best 15c grade, 10c a yard.

English Long Cloth, fine soft finish, \$1 a piece of 12 yards; the regular \$1.25 grade.

1,500 yards of French Pique Waists, fine, medium or heavy cords; 25c to 35c would be the price in full pieces; this lot, in lengths to 10 yards, is 15c a yard.

Second Floor Full of New Tailored Garments

Every day brings in its quota of new tailored garments. Our contracts called for February delivery. We give you the details of the many new styles here for Monday.

Don't Miss the Sale of Sample Taffeta Silk Skirt.

Handsome New Suits, in stylish black and white broken checks—Fony Coats, lined with white taffeta—collar and cuffs of black velvet, new circular skirts, finished with bias bands at foot, \$32.50.

New Suits in the fashionable greys, Etons with deep cut, Princess style, collarless effect lined with Alice blue fabric, finished with Soutache braid, new circular skirts, for \$19.50.

New Eton Suits, in plain fabrics and invisible checks, vest of Persian, finished with scrolls of fibre braid, deep circle, satin lined; this is one of the new French models; a full \$15 value, for \$10 each.

Misses' New Box Coats, of tan covert, latest models, \$5.

New Hip Jackets of double-breasted Covert, with 33 stitched tailor straps, full satin lined, \$10.

Misses' New Suits, with 27-inch box coat, satin lined, with trimmings of Mole, new circular skirts, very swaggy, \$12.50.

New Tan Covert Coats, with inlaid stitched collar, finished with buttons, full lined; our usual \$5 value, for \$3.08.

New Covert Coats, with closely stitched graduated tailor straps, this season's newest models, \$12.50.

Skirts of All-Wool Panama over the new circular models, box-plated panels, with bias folds at foot, \$5.

New Skirts, in black, blue and grey, new fan-plaited effect, forming panels, perfect model, \$5.95.

Lot of Sample Taffeta Skirts, plaited, kilted and circular; all this season's best styles; \$10 to \$20 values, will be \$5 to \$10.

New Lawn Waists, 89c.

A counterful of New White Lawn Waists, Val, lace and Swiss embroidery, trimmed, 89c each.

Another lot of Lawn Waists, trimmed with lace and embroidery, 89c each.

Handsome Tailored Ma-

dras and Linenette Waists, a regular \$1.25 value, for 75c.

Dainty Lingerie Waists, some of the latest Persian styles, \$5.98.

Hand Embroidered Linen Waists, \$2.98.

The Infants' Department.

A counterful of Infants' Long Cloth and Muslin Dresses, 30c and 95c, instead of 50c and \$1.50.

Children's Drawer Bodies, sizes 3 to 16 years, 10c; others to 14 years for 25c and 50c.

Children's Ruffled Petticoats, with or without bodices, 25c.

\$7.50 Velvet Cloaks, \$3.50.

\$5 Bearskin Cloaks, \$3.

\$5 Silk and Velvet Bonnets, \$2.50.

Big Corset Bargain.

50 dozen Fatista Corsets, made by one of the leading corset-makers of the world. Their name goes on no goods under \$1. This no-name brand will be 50c a pair until this special lot has gone.

The Art Department.

Laundry Bags, 15c and up.

Renaissance Centers, regular 50c values, 20c each.

Scarfs, 1 1/2 yards long, embroidered and hem-

stitched; various designs, 50c; others to \$1.50.

Lingerie Scarfs and Shawls for 98c, and Pillows to match, 50c to \$1.25.

Lingerie Pin Cushions, 25c.

Double-Breasted Suits, in solid and fancy mixtures of cheviot. These suits sold for \$3, will close out for \$1.98.

75c and \$1 Knee Trousers, in all wool cheviot, 48c.

50c Caps, in all styles and colors, 25c.

50c Madras Shirts, 30c.

Double-Breasted Suits of worsted, cheviot and blue serge, peau de sole and

Last Big Reduction in Boys' Clothing.

"Buster Brown," Russian and Sailor Blouse Suits of pretty mixtures of cheviot and all color of serge; \$7.50 Suits, special for \$4.75.

Norfolk and Eton Blouse Suits of cheviots and cassimeres, in new and pretty patterns; sizes to 8 years; \$3.98 ones for \$2.25.

Double-Breasted Suits of worsted, cheviot and blue serge, peau de sole and

Big Values in Houseware.

\$4.93—56-piece \$7 Imported Tea Sets.

\$1 a dozen, \$2 Thin Bavarian China Bread and Butter Plates.

10c—Extra Thick White Ironstone Cuspidors.

\$2.25—Jardinere and Pedestal, 22 inches high and 12 inches in diameter; good \$4 value.

39c for 60c Red Notched Gas Globes.

10c for 25c Opal Gas Globes.

60c—Nickel Alarm Clocks, guaranteed for one year.

10c—Nickel-Plated Towel Bars.

10c—Nickel Bread Trays.

\$1.42—Nickel Reading Lamps, with centre draught burners and white dome shades.

10c for Rogers Butter Knife or Sugar Spoons.

40c a dozen, Thin, Engraved Water Tumblers.

75c—Granite Ham Bolders; worth \$1.25.